

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title:	Motion Graphics & Visual Effects (Adobe After Effects)
Course Code:	15-CAM304-3C
Pre-requisite Course:	Motion Graphics & Visual Effects (Adobe After Effects) is Digital Video Editing (Adobe Premiere Pro).

Course Objective (CO):

This course is intended to make the students to equip students with mathematical tools for precise specification, analysis, and reasoning in computer science.

- To introduce students to the principles of motion graphics and visual effects production.
- To develop proficiency in Adobe after Effects for creating professional motion graphics and animations.
- To understand animation principles, key framing techniques, and visual storytelling workflows.
- To create engaging motion design projects, visual effects sequences, and multimedia content.
- To prepare students for careers in motion graphics, advertising, animation, video production, and digital media industries.

Teaching and Examination Scheme:

Teaching Scheme (Hours. per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
1	1	2	3	-	-	-	-	18	50	09	25	75

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Introduction to Motion Graphics and Adobe After Effects: Motion graphics fundamentals, visual storytelling concepts, After Effects interface, project setup, composition settings, layers, timeline management, keyframe animation, graph editor, and workflow fundamentals.	15	25
2.	Animation Principles and Motion Design: Principles of animation, easing and timing, motion paths, shape layers, masks, parenting, null objects, kinetic typography, logo animation, lower thirds, and animated infographic creation	15	25
3.	Visual Effects and Compositing Techniques: Green screen keying, chroma key techniques, tracking and stabilization, rotoscoping, blending modes, visual effects integration, particle systems, camera animation, lighting effects, and compositing workflows.	15	25
4.	Advanced Motion Graphics and Project Development: Expressions, motion graphics templates, promotional video production, title sequence design, and social media motion content, advertising projects, portfolio development, and final motion graphics project presentation.	15	25

Course Learning Outcomes (CLO):

At the end of this course, the student would be able

- CLO1:** Understand the principles of motion graphics and visual effects production.
- CLO2:** Create professional animations using Adobe After Effects tools and techniques.
- CLO3:** Apply compositing, tracking, and visual effects workflows in creative projects.
- CLO4:** Develop engaging motion graphics content for digital media and advertising.
- CLO5:** Produce portfolio-ready motion graphics and visual effects projects using industry-standard workflows

List of Textbooks:

- Adobe After Effects Classroom in a Book – Adobe Press.
- Creating Motion Graphics with After Effects – Trish & Chris Meyer.
- Motion Graphics Design Academy – Open Source Learning Resources.

List of Reference Books:

- The Animator's Survival Kit – Richard Williams.
- Motion Graphics: Principles and Practices – Ian Crook & Peter Beare.
- Designing with Motion – Valerie Landau.

E-Resource / Web Links:

- Adobe After Effects Learn & Support
- Adobe Creative Cloud Tutorials
- Video Copilot Training Resources
- School of Motion
- LinkedIn Learning – After Effects
- Motion Design School
- Motion Graphics Tutorials

Mapping of CLO, PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	H	M	L										H	M	
CLO2	H	H	M	M									H	M	
CLO3	M	M	H	M									M	H	
CLO4	M	H	M	H	M								H	H	

H: High, M: Medium, L: Low